

Department of Financial Protection and Innovation

Position Duty Statement

DFPI HRO 203 (Rev. 07-2021)

NAME AND EFFECTIVE DATE	EFFECTIVE DATE
CLASSIFICATION TITLE Information Officer II	POSITION NUMBER 410-183-5595-101
WORKING TITLE Education and Outreach Director	DIVISION/OFFICE/UNIT/SECTION Communications Division
BARGAINING UNIT S01	GEOGRAPHIC LOCATION Sacramento

General Statement: Under the administrative direction of the Deputy Commissioner of the Communications Division, the Information Officer II is responsible for supervising the Education and Outreach (E&O) Office as well as oversight of the Department of Financial Protection and Innovation's (DFPI) external website, multimedia projects, and section 508 compliance. Duties include, but are not limited to, hosting internal and external webinars, managing the E&O's budget, contracting third-party services, drafting reports, and hiring, training, and developing staff.

A. Specific Assignments [Essential (E) / Marginal (M) Functions]:

30% Oversees DFPI Education and Outreach Strategy and Implementation (E)

- Develops, recommends, and implements strategy related to education and outreach. Advises executive management on issues surrounding outreach activities, networking seminars, partnerships, and events.
- Works with the Digital Director to develop education and outreach resources including brochures, booklets, flyers, and promotional materials focused on educating and assisting California consumers.
- Prepares data, memos, reports, talking points, and testimony for leadership, executive staff, the legislature, and for legislative hearings and meetings.
- Organizes, drafts, and submits monthly reports on the performance of the website, internal communications, and newsletters.
- Help plan and manage web campaigns and channel tracking with Digital Director and Webmaster.
- Coordinates and attends E&O meetings and events across the state that help the DFPI accomplish its education and outreach goals.

20% Oversees Projects related to the DFPI's Website, Intranet, and Newsletters (E)

- Writes, edits, and works with the Communications Deputy Commissioner to seek approval of content for publishing onto the Department website, Intranet, newsletters, reports, outreach resources, and print and promotional materials.
- Works with the Digital Director to manages the creation or procurement of artwork for publication of the Department's electronic newsletters.
- Organizes, drafts, and submits monthly reports on the performance of the website, internal communications, and newsletters.

20% Manages Department's Multimedia Projects (E)

Works with the Digital Director to coordinate and manages the Department's multimedia projects that include hosting and managing webinars and the creation of infographics, photography, graphics, video, and audio.

15% Oversees the Department's Section 508 Compliance (E)

- Manages the Department's Section 508 compliance workload, replies to Public Records Act (PRA) requests, approves trainings, and procures compliance software.
- Coordinates and completes the bi-annual Section 508 compliance certification of the Department's website.
- Reviews website, outreach, and Section 508 requests and assigns it accordingly to the roles and responsibilities of the team.

10% Hiring, Supervising, and Administrative (E)

- Hires, supervises, trains, and leads the staff of the DFPI's E&O Office. Drafts and conducts annual performance appraisals for subordinates.
- Assists leadership in the hiring process of staff members within the Consumer Services Division.
- Manages the E&O's annual budget and renewal of third-party contracts and services.

5% Performs Other Related Duties as Required (M)

B. Supervision Received

The Information Officer II reports directly to the Deputy Commissioner of the Communications Division and works closely with the Targeted Outreach Director and other members of the Communications Division.

C. Supervision Exercised

The Information Officer II directly supervises one (1) Information Officer 1 (Specialist), two (2) Associate Governmental Program Analysts, and one (1) Staff Services Analyst.

D. Administrative Responsibility

- Supervises E&O Office staff, allocating projects, and conducting 1-on-1 meetings, trainings, and annual performance appraisals for subordinates when needed.
- Monitors and manages the E&O's annual budget, approving procurements and expenditures.
- Reviews and renews annual contracts with third-party services.

E. Personal Contacts

- Peers: Communications Division, Targeted Outreach Office, and other DFPI staff
- DFPI Executive leadership
- General public, news media, DFPI licensees and registrants
- Other government agencies (e.g., DGS, CalHR, DOF, CDPH, DOJ)
- Business, Consumer Services, and Housing (BCSH) Agency

F. Actions and Consequences

If the duties and responsibilities described for this position is not performed adequately, consequences to the E&O Office and the DFPI include:

- Confusion and miscommunication if information is not updated timely and accurately on the Department's website to the general public, news media, and licensees and registrants.
- Noncompliance with Section 508 standards and Assembly Bill 434.
- Noncompliance with Senate Bill 455 to accurately implement the CalMoneySmart program.

G. Functional Requirements

This position is required to sit for long periods of time in front of a computer screen, reviewing and replying to emails, answering phone calls, understanding verbal instructions, reading and analyzing print materials, drafting documents, filling out forms, and working independently.

H. Other Information

Desirable qualifications:

- Previous experience supervising, coordinating, and leading a diverse team.
- Experience using webinar hosting platforms, graphic design software, photography equipment, and video editing software.
- Excellent writing, editing, communication, and project management experience.

CONFLICT OF INTEREST

This position is subject to Title 16, section 3830 of the California Code of Regulations, the Department of Financial Protection and Innovation's Conflict of Interest Regulations. The incumbent is required to submit a Statements of Economic Interests (Form 700) within 30 days of assuming office, annually by April 1st and within 30 days of leaving office.

FINGERPRINTING

N/A

I have read and understand the duties listed above and I can perform these duties with or without reasonable accommodation. (If you believe reasonable accommodation is necessary, discuss your concerns with the hiring supervisor. If unsure of a need for reasonable accommodation, inform the hiring supervisor, who will discuss your concerns with the Health & Safety analyst.)

Employee Signature

Date

Employee's Printed Name, Classification

I have discussed the duties of this position with and have provided a copy of this duty statement to the employee named above.

Supervisor Signature

Date

Supervisor's Printed Name, Classification